

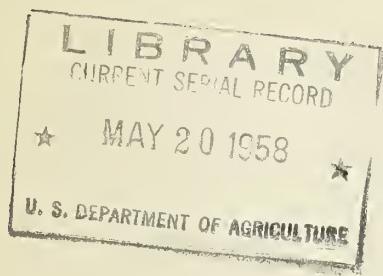
## **Historic, Archive Document**

**Do not assume content reflects current scientific knowledge, policies, or practices.**



Reserve  
A 280.3939  
m 34c

# CONSUMER PURCHASES OF **Selected Fruits and Juices**



OCTOBER 1957



CPFJ- 55

UNITED STATES DEPARTMENT OF AGRICULTURE

Agricultural Marketing Service  
Agriculture-Washington

WASHINGTON 25, D.C.

## PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

December 1957

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
OCTOBER 1957

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only in order to permit comparisons between periods of equal length.

SUMMARY

United States household consumers purchased considerably more citrus fruits and juices in October 1957 than a year earlier. Purchases of fresh grapefruit and frozen lemonade concentrate were at the highest levels reported for October in this series beginning in 1949, while purchases of frozen concentrated orange juice were second only to May 1957. Large increases were reported for Florida oranges and for chilled and single-strength orange juices; a 5-months downtrend in purchases of single-strength grapefruit juice was reversed. In contrast, household buying of frozen concentrated grapefruit juice and canned grapefruit sections was down substantially from October 1956, while moderate declines also were reported in purchases of prune juice and California-Arizona oranges.

Frozen juices, chilled juice and ades: United States household consumers purchased 5.9 million gallons of frozen concentrated orange juice in October 1957, the second highest monthly volume since reporting was begun in 1949. Purchases of this product from May through October 1957 ranged from 1 $\frac{1}{4}$  to 28 percent above the level of the corresponding month a year earlier (table 1, figs. 4 and 5).

Nearly 31 percent of United States families bought frozen concentrated orange juice in October 1957, the largest monthly proportion in more than 2 years. Purchases averaged slightly more than eight 6-ounce cans per buying family, about two-thirds of a can more than a year earlier. Prices paid for frozen concentrated orange juice in October 1957 averaged 15.2 cents per 6-ounce can, nearly 2 cents less than in the corresponding month of 1956.

Consumer purchases of frozen concentrated grapefruit juice were 26 percent smaller than in October a year earlier, reflecting a decrease in both the proportion of families buying and in the average purchase per buying family. Prices paid were up 1.2 cents per 6-ounce can from October 1956.

Home purchases of frozen concentrated juices, excluding orange and grapefruit, totaled 554,000 gallons in October 1957, an increase of 28 percent over a year earlier. Consumers paid an average of about 18 cents for a 6-ounce can of "other" frozen concentrated juices, almost the same as in October 1956.

Household buying of chilled orange juice was up 56 percent from October 1956, reflecting a greater proportion of buying families as well as larger purchases per family. Purchases totaled 1.8 million gallons, with about 3 $\frac{1}{2}$

percent of United States families buying an average of 4 quarts of chilled orange juice during the month. In October 1957 consumers paid about 36 cents for a quart of chilled orange juice, down slightly from a year earlier.

Household purchases of shelf-pack orangeade in October 1957 were moderately greater than a year earlier. The increase was associated with larger purchases per buying family as a smaller proportion of families bought the product. Slightly more was paid for shelf-pack orangeade this October than in October 1956.

Nearly 500,000 cases (equivalent 24 No. 2's) of canned single-strength orangeade were purchased for home use in October 1957. This represented a slight increase in volume over both the preceding month and October a year earlier. The gain was associated with a greater proportion of buying families (about 4 percent bought orangeade) as the quantity purchased per family was down 15 percent. The October 1957 price--28 cents per 46-ounce can--was the highest paid by consumers since December 1956.

Consumers purchased 415,000 gallons of frozen lemonade concentrate in October 1957, up nearly 19 percent from a year earlier. The gain was related to larger purchases per buying family. An average of about 11.5 cents was paid for a 6-ounce can of frozen lemonade concentrate in October 1957, nearly 2 cents less than in October 1956.

Canned juices and fruit: Approximately 1.3 million cases (equivalent 24 No. 2's) of canned single-strength orange juice were purchased in October 1957, 64 percent more than a year earlier and the largest monthly volume in more than 2 years. Purchases averaged nearly two 46-ounce cans for the 11 percent of families buying--an increase of 10 percent in the quantity purchased per buying family. The percentage of families buying also was up. About 30.6 cents was paid for a 46-ounce can of single-strength orange juice in October 1957, 6 cents less than a year earlier (table 2, fig. 6).

Close to 1 million cases (equivalent 24 No. 2's) of canned single-strength grapefruit juice were purchased by household consumers in October 1957, a gain of 8 percent over the preceding October and 21 percent over September 1957. This represented a reversal of the downward trend that had persisted since April 1957 and was the first increase in volume over the same month a year earlier since June 1956. Prices paid for single-strength grapefruit juice averaged about 27 cents per 46-ounce can in October 1957, slightly less than a year earlier.

The quantity of canned single-strength lemon juice purchased in October 1957 and the proportion of families buying the product were about the same as a year earlier. However, the price paid--11.1 cents per 6-ounce can--declined 1 cent from October 1956.

About 666,000 cases (equivalent 24 No. 2's) of prune juice were purchased by householders in October 1957, moderately less than a year earlier. Contrary to the usual September-to-October increase that has occurred since 1951,

purchases remained nearly the same as in the preceding month. The decline in volume from a year earlier reflected a smaller proportion of buying families. An average of 33 cents was paid for a quart of prune juice in October 1957, nearly a cent more than a year earlier.

Consumers bought 1.7 million cases (equivalent 24 No. 2's) of tomato juice in October 1957, a modest gain over both the preceding month and October 1956. Tomato juice was purchased by 16.5 percent of the Nation's families, a considerably greater proportion than bought any of the other reported single-strength juices. Families that bought either single-strength orange or grapefruit juice in October 1957 purchased approximately 96 ounces of those juices compared with purchases of 85 ounces of tomato juice and 75 ounces of prune juice. Prices paid for tomato juice were down about 1 cent per 46-ounce can from October a year earlier.

Consumer purchases of single-strength juices not individually reported totaled 3.6 million cases in October 1957, 21 percent more than in the preceding October.

A total of 8.2 million cases (equivalent 24 No. 2's) of canned single-strength juices was purchased by household consumers in October 1957--the largest volume reported in this series, beginning in 1949. Citrus juices represented about 28 percent of the total; and prune juice, 8 percent. In contrast, about 25 percent of canned single-strength juices purchased in October 1956 were identified as citrus and 10 percent as prune juice. About one-half of United States families purchased single-strength juices during October 1957, the highest proportion since early 1954. Purchases averaged three 46-ounce cans per buying family.

Purchases of canned grapefruit sections totaled 282,000 cases (480 ounces per case) in October 1957, about the same as in the preceding month, but down 27 percent from October a year earlier. The decline reflected a loss of 1.5 percentage points in the proportion of families buying and an 11 percent decrease in the quantity purchased per buying family. Consumers paid 18.7 cents for a No. 303 can of grapefruit sections, nearly a cent more than a year earlier.

Fresh fruit: About 1.5 million boxes of fresh oranges were bought by householders in October 1957, 17 percent more than in October 1956. California-Arizona oranges comprised about 55 percent of total purchases; Florida oranges, 28 percent; Texas oranges, 4 percent; and the balance were unidentified as to production area. About 29 percent of the Nation's families bought oranges in October 1957, an increase of more than 3 percentage points from the preceding October. Purchases continued to average about 2 dozen oranges per buying family. An average of 47 cents per dozen was paid for oranges in October 1957, nearly 2 cents more than a year earlier (table 3, figs. 7 and 8).

Purchases of California-Arizona oranges totaled 842,000 boxes, 10 percent less than in October 1956. About 18 percent of the Nation's families bought California-Arizona oranges in October 1957, about 1 percentage point less

than a year earlier. Consumers paid about 53 cents for a dozen California-Arizona oranges, up 8 cents from October 1956.

Purchases of Florida oranges totaled 427,000 boxes,  $2\frac{1}{2}$  times the quantity bought in October 1956. About 9 percent of the Nation's families bought Florida oranges in October 1957 compared with about 4 percent a year earlier. Prices paid for Florida oranges averaged 39 cents a dozen, 6 cents less than in October 1956.

Consumer purchases of fresh grapefruit in October 1957--nearly 1.2 million boxes--were almost 3 times greater than the quantity purchased a year earlier. About 23 percent of United States families bought grapefruit compared with 13 percent in October 1956. Purchases averaged close to 8 grapefruit per buying family, about 2 more than in the preceding October. Prices paid averaged 91 cents per dozen, down 28 cents from October 1956.

Purchases of Florida grapefruit totaled 628,000 boxes, more than 3 times the volume of October 1956. Buying of California-Arizona grapefruit and those unidentified as to production area amounted to 156,000 and 327,000 boxes, respectively, both more than double the volume of October 1956.

Household consumers purchased nearly 260,000 boxes of lemons in October 1957, registering a modest gain from October 1956. There was a small increase in the number of lemons bought per buying family. An average of 44 cents was paid for a dozen lemons in October 1957, down 2 cents from a year earlier.

Table 1.--Frozen juices, chilled juice, and concentrated ades: U. S. total consumer purchases and average price, October 1958 and 1957  
(4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price paid		
					Purchases		Quantity per purchase				
	1958	1957	1958	1957	1958	1957	1958	1957	Unit	1958	1957
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices:											
Orange.....	30.9	29.3	5,851	5,070	2.2	2.2	22.2	20.2	6	15.2	17.0
Grapefruit.....	1.0	1.3	73	98	1.4	1.4	13.6	14.2	6	15.5	14.3
Other concentrates.....	1/	1/	554	434	1/	1/	14.1	12.7	6	17.9	18.2
Total.....	32.9	30.9	6,478	5,602	2.4	2.5	21.0	19.2			
Chilled orange juice.....	3.5	3.0	1,794	1,146	3.2	2.8	39.9	35.5	2/32	35.8	36.8
Concentrated ades:											
Frozen:											
Lemonade.....	3.6	3.8	415	350	1.5	1.6	19.7	15.6	6	11.5	13.4
Shelf-pack:											
Orangeade.....	1.0	1.3	123	117	1.8	1.5	17.4	15.6	6	17.2	16.9

1/ Information not available.

2/ Per equivalent quart.

Table 2.--Canned single-strength juices, orangeade, and grapefruit sections: U. S. total consumer purchases and average price, October 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price paid		
					Purchases		Quantity per purchase				
	1958	1957	1958	1957	1958	1957	1958	1957	Unit	1958	1957
Single-strength juices:			1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Orange.....	10.9	7.9	1,268	775	1.6	1.7	59.9	51.1	46	30.6	36.4
Grapefruit.....	8.1	8.0	959	884	1.5	1.6	65.2	61.8	46	27.4	27.9
Lemon.....	2.2	2.2	48	49	1.3	1.3	14.4	14.9	5½	11.1	12.1
Prune.....	7.7	8.1	666	687	1.9	1.9	39.4	39.2	32	33.0	32.2
Tomato.....	16.5	16.3	1,663	1,601	1.5	1.6	57.0	54.8	46	27.0	27.8
Total 2/.....	50.1	46.6	8,180	6,947	2.6	2.6	53.3	50.6			
Single-strength orangeade.....	3.9	3.4	494	484	1.6	1.8	68.8	71.9	46	28.0	26.9
Grapefruit sections.....	5.2	6.7	282	384	1.3	1.6	38.9	35.5	3/16	18.7	18.1

1/ Equivalent cases 24 No. 2 cans...432 oz. per case, except 480 oz. per case for grapefruit sections.

2/ Includes other canned single-strength juices.

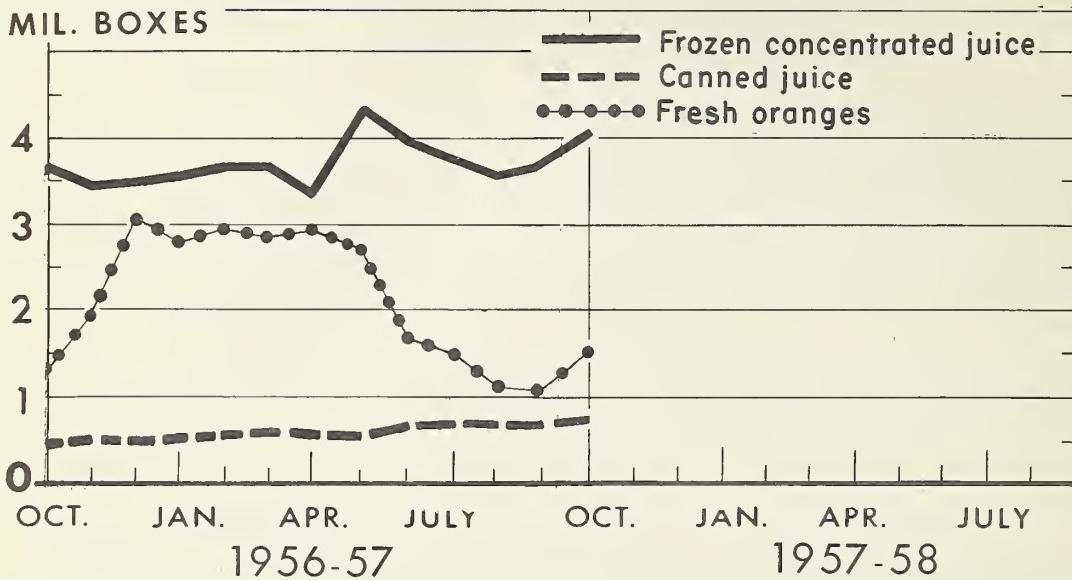
3/ Net weight 1 lb. (No. 303 can).

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, October 1958 and 1957 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957
Oranges:			1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
California-Arizona.....	17.8	18.9	842	938	1.9	1.9	11.6	13.2	53.1	45.6
Florida.....	9.0	3.9	427	166	1.5	1.4	13.6	12.0	39.0	44.9
Unidentified.....	5.6	4.9	200	165	1.3	1.4	12.4	12.3	40.9	44.8
Total 1/.....	29.0	25.7	1,526	1,301	1.9	1.9	12.3	12.9	46.9	45.2
Grapefruit:										
California-Arizona.....	3.0	1.9	156	69	1.5	1.5	5.1	4.6	80.7	98.9
Florida.....	13.3	6.6	628	200	1.6	1.4	4.5	3.5	92.3	129.1
Unidentified.....	8.6	5.4	327	156	1.4	1.3	4.2	3.5	94.2	124.5
Total 1/.....	22.7	12.8	1,152	444	1.7	1.5	4.5	3.8	90.8	118.7
Lemons.....	17.2	17.5	259	248	1.6	1.5	6.6	6.5	44.1	46.2

1/ Includes small purchases of Texas fruit.

# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



\*FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4665-57 (11) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1956 to date

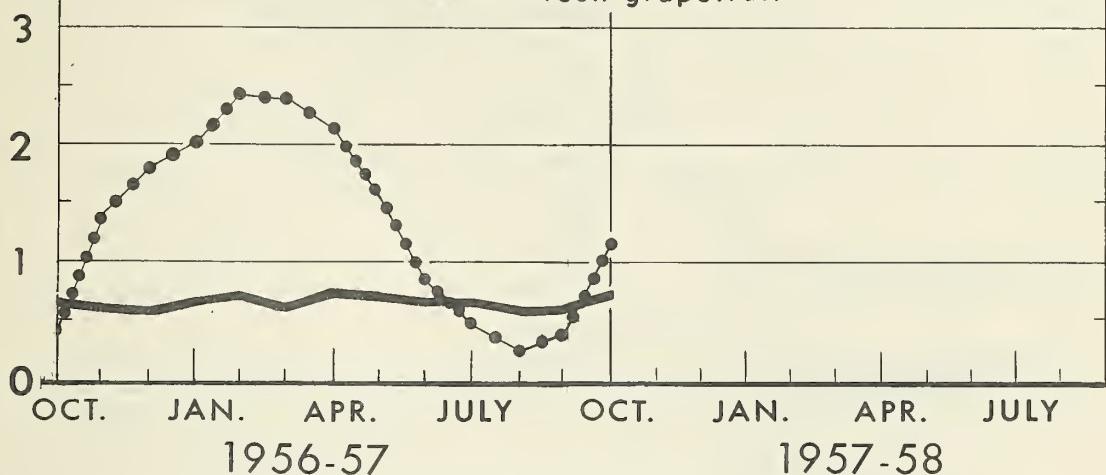
Period	Fresh		Frozen concentrated		Canned single-		Total
	oranges		orange juice		strength		
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58
October.....	1,526	1,301	4,037	3,620	724	459	5,380
November.....		1,961		3,440		494	5,895
December.....		3,045		3,496		480	7,021
October-December 1/.....		7,068		11,360		1,553	19,986
January.....		2,772		3,531		515	6,881
February.....		2,944		3,689		566	7,199
March.....		2,870		3,664		588	7,122
October-March 1/.....		10,405		23,157		3,353	42,915
April.....		2,938		3,372		571	6,881
May.....		2,719		4,281		541	7,541
June.....		1,676		3,970		645	6,291
October-June 1/.....		24,275		35,734		5,271	65,281
July.....		1,477		3,786		690	5,953
August.....		1,129		3,590		677	5,396
September.....		1,045		3,674		681	5,400
Season 1/.....		28,193		47,640		7,482	83,315

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS

MIL. BOXES\*

— Canned juice  
••••• Fresh grapefruit



\* FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4666-57 (11) AGRICULTURAL MARKETING SERVICE

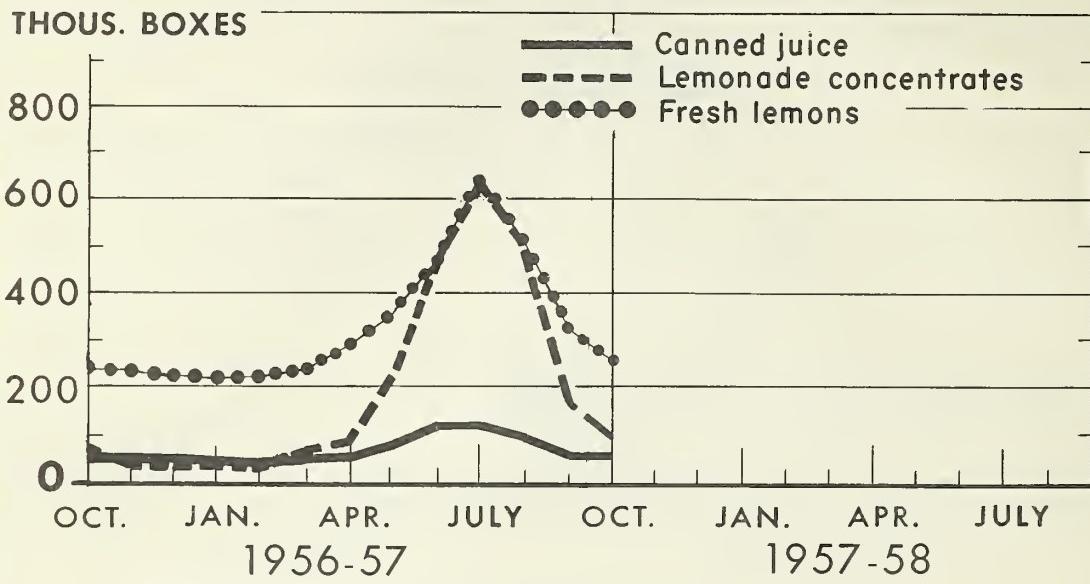
Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1956 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
October.....	1,000	1,000	1,000	1,000	1,000	1,000
November.....		boxes		boxes		boxes
December.....	1,152	444	715	674	1,867	1,118
October-December 1/.....	1,839			592		2,431
	4,076			2,663		6,739
January.....						
February.....	2,020		673			2,693
March.....	2,407		716			3,123
October-March 1/.....	2,389		608			2,997
	11,492			4,839		16,331
April.....						
May.....	2,131		735			2,866
June.....	1,540		729			2,269
October-June 1/.....	880		668			1,548
	16,359			7,118		23,477
July.....						
August.....	477		652			1,129
September.....	246		605			851
Season 1/.....	392		605			997
	17,510			9,122		26,632

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

## PURCHASES OF LEMON PRODUCTS BY CONSUMERS



\* FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4667-57 (11) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1956 to date

Period	Fresh lemons		Concentrate for lemonade						Total	
			Lemon juice 1/		Frozen		Total 2/			
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57		
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	
October.....	259	248	55	53	88	74	89	75	403	376
November.....		232		44		31		32		308
December.....		223		50		35		36		309
October-December 3/.....		774		162		151		154		1,090
January.....		217		49		37		38		304
February.....		220		42		34		35		297
March.....		239		50		59		61		350
October-March 3/.....		1,508		315		291		298		2,121
April.....		285		51		77		80		416
May.....		359		70		213		216		645
June.....		472		115		471		478		1,065
October-June 3/.....		2,727		567		1,138		1,152		4,446
July.....		642		116		618		629		1,387
August.....		508		95		487		500		1,103
September.....		327		60		154		160		547
Season 3/.....		4,322		855		2,481		2,511		7,688

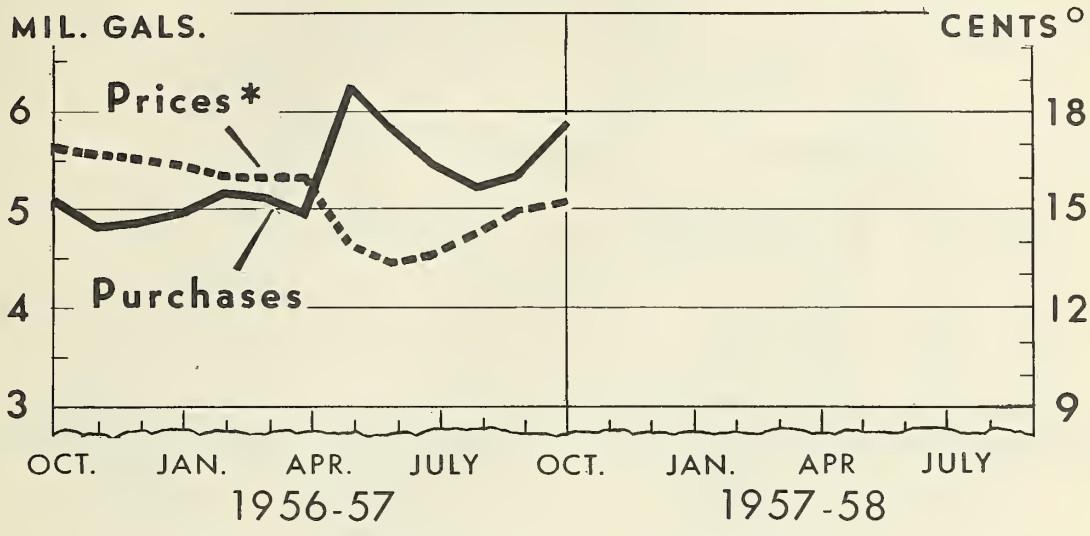
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf-pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS

OPER 6-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4668-57 (11) AGRICULTURAL MARKETING SERVICE

Figure 4

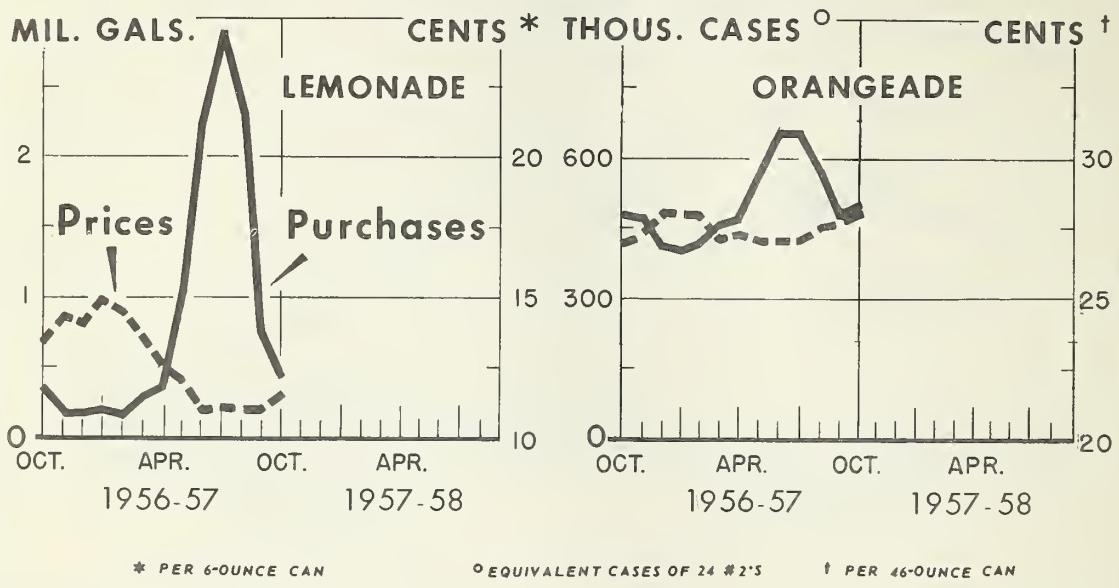
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1956 to date

Period	Purchases		Average price per 6 oz. can	
	1957-58	1956-57	1957-58	1956-57
	1,000 gallons	1,000 gallons	Cents	Cents
October.....	5,851	5,070	15.2	17.0
November.....		4,818		16.7
December.....		4,896		16.6
October-December 1/.....	15,911			
January.....		4,945		16.3
February.....		5,166		16.0
March.....		5,132		15.9
October-March 1/.....	32,433			
April.....		4,959		15.9
May.....		6,296		14.0
June.....		5,838		13.3
October-June 1/.....	50,928			
July.....		5,487		13.5
August.....		5,203		14.2
September.....		5,325		14.9
Season 1/.....	68,183			

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN LEMONADE AND CANNED ORANGEADE

*Consumer Purchases and Prices Paid*



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4669-57 (11) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1956 to date

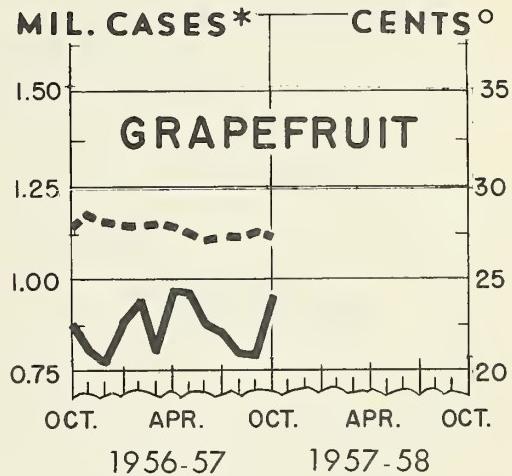
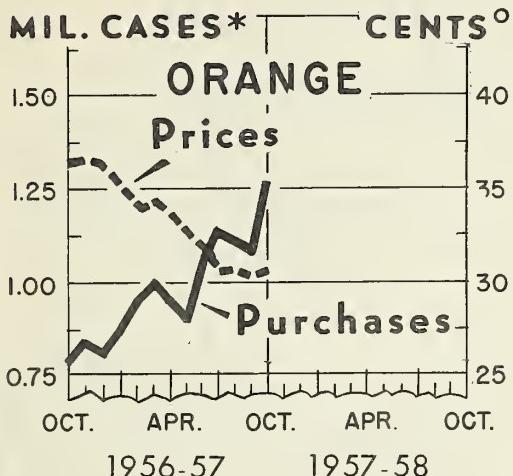
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
October.....	415	350	11.5	13.4	494	484	28.0	26.9
November.....	148	148	14.3	14.3	466	466	27.2	27.2
December.....	166	166	14.1	14.1	401	401	28.0	28.0
October-December 2/.....	718					1,428		
January.....	176		14.9		393		27.9	
February.....	161		14.4		409		27.9	
March.....	280		13.4		450		27.0	
October-March 2/.....	1,382				2,781			
April.....	366		12.4		465		27.2	
May.....	1,010		11.9		572		26.8	
June.....	2,231		11.0		652		26.8	
October-June 2/.....	5,397				4,609			
July.....	2,930		11.1		653		26.8	
August.....	2,307		10.9		576		27.4	
September.....	730		10.9		470		27.5	
Season 2/.....	11,764				6,483			

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# CANNED CITRUS JUICES

Consumer Purchases  
and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4670-57 (11) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1956 to date

Period	Orange				Grapefruit			
	Purchases		Average price per 46 oz. can		Purchases		Average price per 46 oz. can	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
October.....	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October.....	1,268	775	30.6	36.4	959	884	27.4	27.9
November.....		834		36.6		813		28.6
December.....		810		36.4		776		28.1
October-December 2/.....		2,631					2,603	
January.....		871		35.0		882		27.9
February.....		956		34.0		939		27.9
March.....		993		34.4		797		28.1
October-March 2/.....		5,663					5,515	
April.....		949		33.9		978		27.8
May.....		898		32.7		969		27.4
June.....		1,071		31.9		888		27.1
October-June 2/.....		8,849					8,545	
July.....		1,146		30.5		854		27.4
August.....		1,124		30.6		793		27.3
September.....		1,132		30.3		793		27.6
Season 2/.....		12,522					11,172	

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

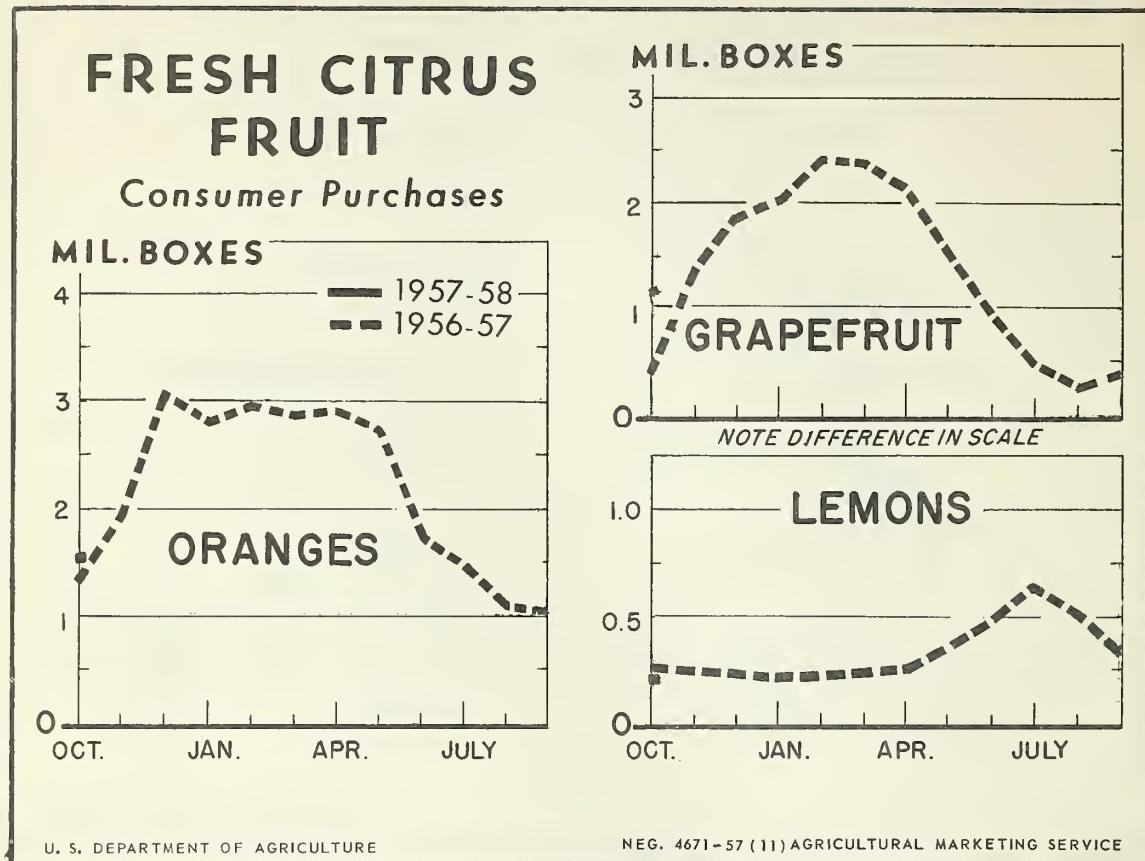


Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1956 to date

Period	Oranges				Grapefruit				Lemons				
	Purchases		Average price		Purchases		Average price		Purchases		Average price		
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents	
1957-58			1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
October.....	1,526	1,301	46.9	45.2	1,152	444	90.8	118.7	259	248	44.1	46.2	
November.....		1,961		40.0		1,359		90.0		232		47.5	
December.....		3,045		39.8		1,839		82.6		223		47.4	
October-December 1/.....	7,068				4,076				774				
January.....	2,772		41.8		2,020		80.3		217		50.1		
February.....	2,944		42.4		2,407		76.1		220		49.1		
March.....	2,870		44.8		2,389		78.7		239		46.2		
October-March 1/.....	16,405				11,492				1,508				
April.....	2,938		46.4		2,131		82.2		285		43.2		
May.....	2,719		48.5		1,540		90.1		359		43.3		
June.....	1,676		47.7		880		97.8		472		41.7		
October-June 1/.....	24,276				16,359				2,727				
July.....	1,477		46.5		477		105.5		642		40.8		
August.....	1,129		47.8		246		115.9		508		42.5		
September.....	1,045		49.3		392		109.5		327		43.6		
Season 1/.....	23,193				17,510				4,322				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

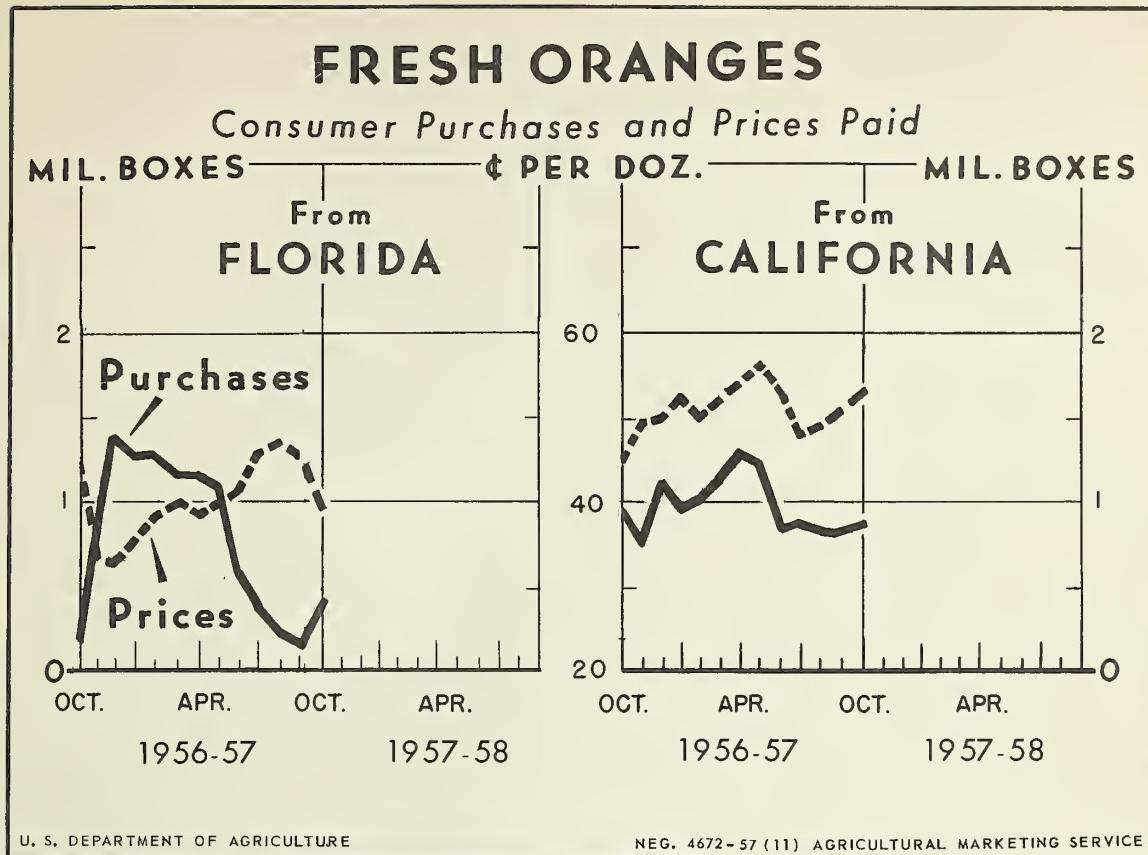


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1956 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
October.....	427	166	39.0	44.9	842	938	53.1	45.6
November.....		855		33.4		746		48.6
December.....		1,368		32.8		1,098		49.8
October-December 1/.....		2,750				3,024		
January.....		1,269		35.8		978		52.4
February.....		1,294		38.2		1,024		50.6
March.....		1,168		39.8		1,126		52.0
October-March 1/.....		6,769				6,455		
April.....		1,165		38.7		1,291		53.9
May.....		1,085		39.9		1,221		56.2
June.....		575		41.7		846		52.4
October-June 1/.....		9,600				10,054		
July.....		383		45.7		887		47.8
August.....		200		46.9		810		48.7
September.....		117		45.6		800		50.3
Season 1/.....		10,532				12,747		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

U. S. DEPARTMENT OF AGRICULTURE  
Washington 25, D. C.

Penalty for private use to avoid  
payment of postage \$300

OFFICIAL BUSINESS